

# € TRAINING

International Business Development Skills



22 - 26 July 2024  
Geneva (Switzerland)



# International Business Development Skills

REF: M1159 DATE: 22 - 26 July 2024 Venue: Geneva (Switzerland) - Fee: 5940 Euro

## Introduction:

This training program is a comprehensive training initiative designed to equip participants with the knowledge and skills needed to succeed in global markets. Through a blend of theoretical learning and practical exercises, participants gain insights into international market dynamics, sales strategies, cross-cultural communication, legal compliance, and strategic partnerships.

## Program Objectives:

At the end of this program, the participants will be able to:

- Analyze global market trends and identify opportunities for market expansion.
- Develop and implement effective sales strategies tailored to international markets.
- Communicate and collaborate successfully across diverse cultural contexts.
- Navigate international business laws and regulations to ensure compliance.
- Establish and manage strategic partnerships and alliances to drive business growth.
- Apply acquired skills and knowledge to expand market presence and drive revenue growth in global markets.

## Target Audience:

- Business development professionals seeking to expand their skills and expertise in international markets.
- Sales managers and executives responsible for driving international revenue growth.
- Entrepreneurs and business owners looking to enter or expand into global markets.
- Marketing professionals involved in developing strategies for international market penetration.
- Professionals working in international trade, import/export, and global business development roles.
- Employees interested in cross-cultural communication and navigating complexities of international business environments.

## Program Outlines:

### Unit 1:

## Market Analysis:

- Understanding global market trends and dynamics.
- Conducting market research and competitor analysis.
- Identifying potential target markets and customer segments.
- Analyzing market entry strategies and opportunities.
- Assessing regulatory and cultural factors influencing international markets.
- Evaluating market risks and mitigating strategies.

## Unit 2:

### Sales Strategies:

- Developing effective sales strategies for international markets.
- Building and managing international sales channels and partnerships.
- Creating tailored sales pitches and presentations for diverse audiences.
- Negotiating and closing international sales deals.
- Implementing sales forecasting and tracking mechanisms.
- Providing sales training and support to team members.

## Unit 3:

### Cross-Cultural Communication:

- Understanding cultural differences and their impact on business communication.
- Developing cross-cultural communication skills for effective interaction with international clients and partners.
- Adapting communication styles and approaches to different cultural contexts.
- Overcoming language barriers and fostering mutual understanding.
- Building trust and rapport in multicultural business environments.
- Resolving conflicts and misunderstandings arising from cultural differences.

## Unit 4:

## International Business Law and Compliance:

- Understanding international business laws and regulations.
- Ensuring compliance with trade regulations, import/export laws, and tax requirements.
- Drafting and negotiating international business contracts and agreements.
- Managing legal risks and liabilities associated with international business transactions.
- Addressing intellectual property rights and protection in international markets.
- Implementing ethical business practices and corporate social responsibility initiatives.

## Unit 5:

### Strategic Partnerships and Alliances:

- Identifying potential strategic partners and alliances in international markets.
- Assessing compatibility and synergy between potential partners.
- Negotiating and formalizing strategic partnership agreements.
- Leveraging partnerships for market expansion, product innovation, and competitive advantage.
- Managing and nurturing strategic alliances to ensure mutual benefit and success.
- Resolving conflicts and challenges that may arise in strategic partnerships.